

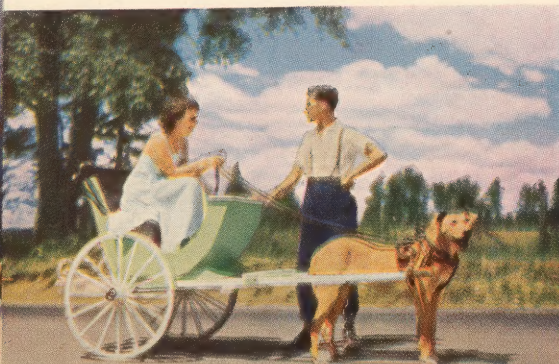


Motor through the scenic wonderland of Canada's Rockies

Get next to Nature in unspoiled lake-and-woodland spaces



(Right) Old-World touches add a plus to travel in storied Quebec Province



CANADA NIGHT LIONS CLUBS

32ND INTERNATIONAL CONVENTION

JULY 18

1949

NEW YORK CITY

CANADA
Vacations Unlimited

In 1867, when Canada became a nation and The Canadian Bank of Commerce was founded, this was an undeveloped, commercially unimportant country.

To-day, Canada has so increased in stature that her production is more than twenty times that of 1867. She ranks third in world exports, with total foreign trade (exports and imports) of over \$5,800,000,000 annually. The population has increased over four times since 1867.

This Bank has played an important part in the great expansion of Canada. As an historian said on the occasion of this Bank's 75th anniversary in 1942: "The history of The Canadian Bank of Commerce is part of the story of the Dominion of Canada".



THE CANADIAN BANK OF COMMERCE

550 Branches Across Canada

and in

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BRITISH WEST INDIES.



The Canadian Whisky with that Special Flavour

An Honoured Product of
Canada's Oldest Distillery

Gooderham & Worts

LIMITED

Distillers, Maltsters & Millers

Established 1832



Waterfront of the Town of York (now Toronto) in 1832.
Gooderham & Worts Mill in foreground.

EUGENE S. BRIGGS

President, Lions International

Enid, Oklahoma

1948-49



EUGENE S. BRIGGS, Enid, Oklahoma, is President of Lions International, having been elected to that office at the International Convention held in New York City in July, 1948. He had previously served the International Association as Third, Second and First Vice-Presidents and as an International Director. For six years he served the Okmulgee, Oklahoma, Lions Club as director and during the year 1926-27

was president of that club. In 1929-30, while he was a member of the Durant, Oklahoma, Lions Club, he was District Governor of all the Lions Clubs in Oklahoma.

President Briggs was born in Howard County, Missouri. He received B.S. degrees from Central College at Fayette, Missouri, and from the University of Missouri. From the latter institution he also received his M.A. degree. In 1934 he received his Ph.D. degree from the Teachers College of Columbia University in New York City.

For many years Dr. Briggs has been a very prominent figure in educational circles and since 1938 has been President of Phillips University, Enid, Oklahoma. He is the author of several books on education and is a contributor to educational and religious magazines. In 1929 he founded the Oklahoma Vocational Guidance Conference, and he is a life member of the Oklahoma and National Education Associations. He is a member of the National Council of the Boy Scouts of America and also serves on the National Board of Directors of the National Conference of Christians and Jews.

Lion Briggs is married and has two children. He is a member of all the Masonic bodies and is affiliated with a number of religious, welfare, and educational organizations. He also belongs to Phi Delta Kappa, Kappa Delta Pi (honorary educational fraternities), and to Pi Gamma Mu (honorary social science fraternity).



ENJOY

New Brunswick
CANADA!

A renowned maritime playground, just across the border from Maine, New Brunswick offers you 600 miles of varied coastline and delightful beaches—beautiful drives along historic rivers—smooth paved highways—a climate which allows you to sleep in the cool fragrance of pine-scented nights.

Here you can enjoy lobsters and clams sparkling fresh from the sea, and find accommodation where costs are moderate.

The entire family will agree that New Brunswick is a delightful place to visit. Plan to come this year. For information and literature write

NEW BRUNSWICK TRAVEL BUREAU,
Fredericton, New Brunswick, Canada.

"Land of the LAST FRONTIER"

SASKATCHEWAN



... with its vast northern reaches, is the last great hinterland for those who like a rugged frontier holiday, with plenty of elbow room and good fishing ...

... BUT—in the open plains country of southern Saskatchewan are many modern summer resorts ideally located by tree-sheltered lakes ...

... SO—whether you prefer the primeval or the up-to-date ... plan to

HOLIDAY IN SASKATCHEWAN

this year

BUREAU OF PUBLICATIONS

Tourist Branch

GOVERNMENT OF SASKATCHEWAN



Minister
HON. C. M. FINES

Commissioner
G. H. CRAIK

FIRST VICE PRESIDENT, LIONS INTERNATIONAL, WALTER C. FISHER

Queenston, Ontario



The Lions of Canada are proud to present our Canada Night Program for your entertainment and pleasure. We are happy to join with you in participating in this Thirty-second Annual Convention of the International Association of Lions Clubs, and we trust that this event will be a stimulating experience, and will give you a few glimpses of our Canadian Way of Life.



ONTARIO

Speaking to a group of United States and Canadian newspapermen the former Mayor of North Bay, Ontario said: "Since we are first cousins there are probably laws against us marrying—but there is no law to stop us going together". That seems to be a fairly concise summation of U.S.-Canadian relations. And we both like it that way.

Equal in area to 14 neighbouring States—some among the largest in the union—absorption of multitudes of visitors presents no problem to Ontario. Within its sprawling 412,000-odd square miles Ontario can sleep nearly 400,000 travellers in any one summer night. In Winter, Spring and glorious Autumn there is also ample accommodation. And something doing somewhere every minute of the year which makes for worthwhile visiting.

Great Lakes and two million others—hundreds of millions of forested acres still under Crown (Government to Americans) control—an abundance of wild life and fish—fine hotels, lodges, inns, cabin camps and sportsmen's outfitting establishments—the finest and most extensive highway system in Canada—excellent rail, steamer and air transportation systems—big cities, unforgettable pastoral scenes, rugged mountainous highlands, sylvan silences of the deep woods, quaintness with comfort, the thrill of a water cruise—all these and many more are features of an Ontario summer vacation. Winter, Spring and Autumn each have their own particular merits as a holiday time for millions of visitors from south of the border.

Speaking of borders, you'll find no bothersome restrictions in your crossing to Canada. No passports are required and you are privileged to bring in your car, sports equipment and all personal requirements without payment of deposits or for Customs permits. The latter where necessary are issued on the spot.

The province naturally falls into two main areas—Northern Ontario and Southern Ontario. If you want the gaiety of resort life with just enough back to nature about it to add zest, you will choose a location in Southern Ontario. If you want the grandeur of pine-scented wilderness and the finest fishing on the continent you will of course select the northern sections of the province.

Since the first Canadian club, Windsor, Ontario, was chartered in 1920, making our Association truly international, the spirit of Lionism has taken deep root in the hearts of our people, and has been a tremendously leavening influence in our whole national life. The growth of Lionism in Canada has not been spectacular, but it has been steady and uninterrupted, and today our 17,000 members in our 350 clubs, which includes our new Sister Province of Newfoundland, are justifiably proud of their thousands of completed and continuing activities. We have always subscribed enthusiastically to the foundation principle of our Association that our existence can be justified only by the measure of our service to others. We are very happy to co-operate with all Lions everywhere to the end that Lions International may set a pattern for international harmony and good will which will serve as a stimulating example to the free peoples of every country.

We want to express our appreciation to our good fellow Lions of every nationality for the privilege of working with you and for the honour which you are doing Canada on this occasion. We pledge to you a continuance of our best efforts, and face the future with high hopes, confident in the knowledge that the spirit of mutual unselfishness, which has brought our great Association to its present prominent position, will lead us into an ever-widening sphere of influence for the good of humanity throughout the world.

Crossing into Ontario from New York State, you can do so by bridge or ferry at half a dozen spots along the mighty St. Lawrence. If you choose, your vacation can begin right there without spending another hour getting at it, for here are the Thousand Islands, the Rideaus, Quinte's Isle, the Mother of Rivers—the St. Lawrence itself, and countless other spots.

Southeastern Ontario, bordering on the St. Lawrence and Lake Ontario is a living story of Canada's emerging greatness, richly illustrated with famous sites since the long-forgotten days when the young Union, bent on expansion, fought pitched battles with Canada's hardy settlers. That was in the days before our two nations became the world's greatest good neighbours.

We find the same reminders in the Southwestern part of the Province, around the coast-line of Lakes Huron and Erie. This section is known as "the Sunparlour of Canada", where the climatic conditions advance the seasons a whole fortnight, where the lush orchards spread their clouds of fragrant blossom snow every spring. Along the lakes quaint fishing hamlets are holiday Heavens remote from the world, yet on the very door-step of streamlined urbanity. Here we find Uncle Tom's house and John Brown's grave from where his soul goes marching on. We find settlements and nature seemingly lifted out of the Old Land, like the city of London with its Piccadilly and Pall Mall, and, believe it or not—even the majestic river Thames.

Between these sections stretching north from Lake Ontario there lies a land of gleaming surf and rocky shore, of sun-drenched beach and lazy cove, steeped in the lore of ancient frontiers, of heroes and martyrs, of Indian legend, of Great Canada's childhood. Here, in the very heart of Ontario rises the Haliburton Highlands with its rugged, yet gentle beauty.

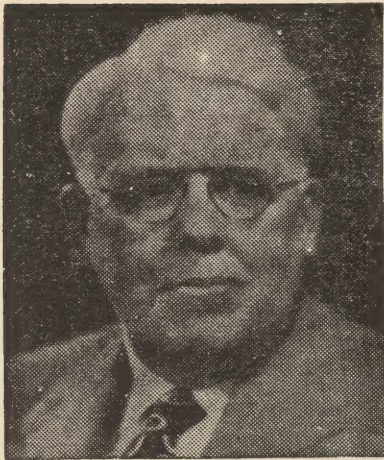
This area offers a whole range of attractions, from loafing and moonlight dancing to hairy he-man canoeing, and fishing, and hunting. This gives one a realistic foretaste of what Northern Ontario has to give the ardent adventurer who seeks its challenge in turbulent rivers and virgin bush. Striking contrast to engineering marvels of fabulous mining fields and gigantic power developments.

Then, if you're a man's man—step over the rim of civilization into The Sportsman's Paradise! From Lake Superior's defiant shores, far into the dim northern vastness, this endless Northwestern Ontario stretches, with overwhelming scenery and incredible abundance of game and fish. A country to make a man's blood run faster!

Today, when money doesn't flow quite as freely as a year or two back, it is good economy to travel in Ontario. American dollars go further up there. Gallons to fill our gas tanks are bigger than in the U.S. too, come to think of it.

MELVIN JONES

Secretary General, Lions International



MELVIN JONES, founder and leader of the International Association of Lions Clubs, was born at Fort Thomas, Arizona, January 13, 1880, where his father was a scout in the government service guarding supply trains and giving such protection as was possible to scattered settlers. His boyhood was spent in the thrilling setting of Indian raids, counter pursuits, and long journeys with emigrant trains.

At the age of twenty he went to Chicago to study law and voice. He joined a number of musical societies, was a member of the Apollo Club, and for years was in great demand as a tenor. Attracted by the insurance field, he presently decided against law as a career and entered the office of Johnson and Higgins, insurance brokers, and then he launched into business for himself as the Melvin Jones Insurance Agency.

He joined other business and professional men in organizing the Business Circle of Chicago, and was chosen Secretary of that group. As early as 1914 he began sending out letters to various independent clubs all over the country, asking them to consider uniting and forming an association. However, it was not until June 7, 1917, after much correspondence, that some twenty delegates, representing fifty clubs, met at the Hotel La Salle in Chicago, formed the International Association of Lions Clubs and called a convention to meet at Dallas, Texas, on October 9-11, 1917.

Thus began the real life work of Melvin Jones. He abandoned a prosperous business career to build up the first organization ever formed primarily as a service club. He was elected Secretary-Treasurer at Dallas and still holds that office. As the Association grew he gave it more of his time, and finally had to sever all connections with any other business. He has full charge of International Headquarters.

Lionism has enjoyed a growth more rapid and more sturdy than has any other service club, but it is the growth of the spirit of Lionism which has been most gratifying to Melvin Jones. He sees already, as the work of this agency which he created, chosen men in thousands of communities all over the world, serving unselfishly, without thought of material reward, teaching and practicing charity, education, patriotism, kindness, a closer brotherhood of men—living the Golden Rule.

In June 1939, Melvin Jones was awarded the National Merit Order of Carlos Manuel de Cespedes by the Cuban Government, the highest award conferred by that Government to a non-citizen of Cuba.

He married Rose Freeman of Milwaukee, Wisconsin, in 1909. Mrs. Jones is internationally known as one of the country's foremost golfers.

NEWFOUNDLAND

“ COOL AS ONLY AN ISLAND CAN BE ”

Invites the sportsman and the work-weary to visit this unspoiled vacation land.

Quaint fishing villages . . . kindly sea-faring folk . . . rugged mountains rising abruptly from the sea . . . deep-silent forests . . . swiftly flowing streams alive with fighting salmon and trout . . . such a land is little-travelled Newfoundland.

Come to a stimulating sea-blown holiday. Cruise along the fjorded coasts of Newfoundland and Labrador and discover the fresh beauty of a new, uncrowded scene and the charm of a people who are noted for their friendliness and hospitality.

For information write
NEWFOUNDLAND TOURIST DEVELOPMENT OFFICE
St. John's,
NEWFOUNDLAND.



WHERE VACATION

It's open house in Canada this year for many millions of United States visitors, and the Canadian brand of hospitality is being extended to a record inflow of her tourist neighbors. Just how many, no one can yet say, but last year there were over 25,000,000 individual entries into the Dominion and the trend is an upward one for 1949.

Canada welcomes them, for there's plenty of room in the world's third largest country and her magnificent scenery is an asset that never wears out. Each year more and more Americans discover Canada is a vacationland where they can enjoy the fun of foreign travel and still feel right at home.

The job of entertaining these millions of holiday guests has become one of Canada's biggest industries, and the Dominion is meeting the friendly but spirited competition prevailing in the travel field by sound organization of her tourist business. This was exemplified this spring when the Canadian Govern-

ment Travel Bureau at Ottawa took action to encourage the formation of travel schools in communities, to educate Canadians in the latest methods of keeping the visitor happy and sending him home still feeling that way.

Other forward steps are being taken. Millions of dollars are being spent on Canada's parks this year, and a new national park is opening in New Brunswick. New highways are being built and old ones improved in many parts of the country. Hundreds of wayside picnic grounds, free tourist camps and trailer parks offer a welcome to highway travellers.

One of Canada's major attractions, her incomparable fishing, isn't being left to chance. From provincial government hatcheries and from others in the national parks millions of fingerlings restock Canadian lakes and streams to maintain the Dominion's reputation with sportsmen.

PROGR

(Subject to)

Your Master
LORNE
The Voice of C

These Niagara Peaches
THE GEORGETOWN GIRLS' PIPE BAND

Under the direction of
Pipe Major E. Ray McLaughlin

OVERTURE

Canadian Folk Songs
arranged and conducted by

HOWARD CABLE

Canada's youngest Composer-Conductor

ALBERT MARSON

Songs and Chuckles

JOHNNY WAYNE & FRANK SHUSTER

Canada's Top Radio & Stage Comedians

GUY LOMBARDO

and his Royal Canadiens

— BORDER INCIDENT —

The Customs Officer — JOHNNY WAYNE
The Delegate — FRANK SHUSTER

THE LESLIE BELL SINGERS

Antliff, Marion; Bratty, Audrianna; Campbell, Doreen; Conn, Peggie; Costello, Helen; Eaton, Joanne; Farkas, Ethel; Fritzley, Betty Lou; Griffin, Joyce; Guerard, Jackie; Hamilton, Dorothy; Hilton, Wilma; Hinman, Grace; Lewis, Elinor; Livingston, Jean;

NEWFOU

No further from New York than Miami, Florida, lies the birthplace of the British Empire overseas—a vast sportsman's paradise of rivers, lakes, mountains and timberland that to this day is still unspoiled by crowded civilization.

Discovered by John Cabot in 1497 and claimed as England's first colony in 1583 by Sir Humphrey Gilbert, historic Newfoundland today is one of the world's foremost fishing grounds, exporting some \$35,000,000 worth of cod, salmon, herring, haddock, halibut, smelts, mackerel, tuna, swordfish, trout and other fish each year.

Here the angler can fish to his heart's content, with generous limits as to catch and length of season. Deep in a primitive wilderness the hunter can draw his sights on caribou, moose and bear. Partridge, ducks, geese and other game birds are plentiful.



S ARE UNLIMITED

Higher standards of service and sanitation are being established in summer hotels, tourist homes and cabins, and facilities for courteous handling of crowds at border crossing points are being expanded. Local tourist bureaus have been set up in hundreds of towns and cities to augment the services provided by the provincial bureaus and the Dominion one at Ottawa.

Canada has plenty of natural advantages appealing to tourists. The climate in summer is particularly pleasant, and more than half of the world's fresh water is found in the Dominion. The Province of Ontario, for instance, has an estimated two million lakes, and no mean number of these are ideal for swimming, boating and fishing.

There are more than 600 fine golf courses in Canada, and facilities for other summer sports are

there in every community catering to tourists and there are few of them don't, especially since films, radio, newspapers and magazines have been telling the tourist story to Canadians more this year than ever before.

There's plenty of historical background to the Canadian scene. The first French colonists, whose descendants number nearly a third of Canada's 13,000,000 population, were establishing their settlements along the St. Lawrence River about the time the Pilgrims were landing on New England's shores. Confederation brought together Ontario, Quebec, Nova Scotia and New Brunswick in 1867, and the new nation stretched from coast to coast by the turn of the century.

Getting into Canada is easy. No passport is required, just so long as the visitor takes along a birth certificate or similar proof of U.S. citizenship.

RAMME

to Change)
of Ceremonies
GREEN
Canada's Radio

MacDiarmid, May; MacMaster, Joyce, MacQuarrie, Wilda; McDonald, Frances; McKean, Eleanor; McWhinnie, Rita; Mele, Carmen; Millar, Betty; Munro, Irene; Munro, Mary; Ogilvie, Lois; Pack, Shirley; Quance, Eleanor; Reeve-Newson, Pat; Rowan, Zena; Scott, Verna; Shoemaker, Jane; Smith, Kathleen; Solomon, Joyce; Tanner, Margeurite; Tatro, Theresa; Vass, Eleanor; Webster, Kay; Wight, Eleanore; Zeidman, Margaret.

All musical arrangements by
Dr. **LESLIE BELL**

GISELE

Canada's Charming Chanteuse

— A SALUTE TO THE MOUNTIES —

OLSEN and JOHNSON
Stars of the Canadian National Exhibition

— FINALE —

THE BELL SINGERS

Miss Canada - - - - Barbara Holland
Miss United States - - - - Bronwyn Precious

CANADA NIGHT SHOW under the direction of
JACK ARTHUR, M.B.E.

(Courtesy of Famous Players Canadian Corporation Limited)

NDLAND CANADA'S TENTH PROVINCE

Yes, you'll find in Newfoundland recreational opportunities second to none. But more than that you'll find the warmth and friendliness of a people who live close to the earth and the sea—and who will gladly share with you the thrills and pleasures that nature so generously bestowed on Newfoundland.

Newfoundland is easily reached by convenient railroad, steamship and airline services operating from New York, Boston, Montreal and Europe. The Newfoundland Railroad traverses the Island and coastal steamers operate to all points along the coast. Excellent modern hotels and inns may be found in the larger centres. Guides, canoes and camping equipment are always available for trips into the more remote inland points.



NEW BRUNSWICK

"CANADA'S UNSPOILED PROVINCE BY THE SEA"

New Brunswick with an area of 28,000 square miles, offers the visitor a wide variety of attractions.

This unspoiled Maritime province of Canada is next door to Maine, is bounded on the South by the Bay of Fundy, famous for its high tides, on the East by the historic Gulf of St. Lawrence and Northumberland Strait and on the North by the Province of Quebec.

Each year increasing numbers of visitors are becoming aware of this province as a vacation-land not only for the months of July and August but in the Spring and Autumn as well. In the Fall, particularly during the months of September and October, New Brunswick is a delightful place to visit.

The province's three cities are Saint John, Moncton and Fredericton. Saint John is one of Canada's great year-round ocean ports, Eastern terminus of the Canadian Pacific Railway and a most historic city. Here United Empire Loyalists landed at Market Slip, located in the centre of the city, in 1783. Much of the earlier history of the province too is centred around Saint John. Moncton is a hustling, modern city, known as the "Hub of the Maritimes". It is a divisional point of Canadian National Railways and has one of the province's main airports. Fredericton, the

provincial capital, is noted for its elm trees and the dignified grace which never fails to please the traveller. The University of New Brunswick is located here.

Many famous men, too numerous to be listed, were either born or grew up in New Brunswick. The poets Bliss Carman, Sir Charles G. D. Roberts and Francis Sherman earned for Fredericton the appellation "The Poets' Corner". At Rexton, Kent County, is a cairn erected to Andrew Bonar Law who was born there and lived to become the only Prime Minister of Great Britain born outside the British Isles. A former Prime Minister of Canada, Viscount Bennett and Rt. Hon. Lord Beaverbrook knew each other as boys when both lived on the banks of the famous Miramichi River at Newcastle and Chatham in the heart of the province's greatest lumbering area. The history of this area has been told in both story and song.

This, in short, is New Brunswick, a place of mighty forests and magnificent rivers, on historic and unspoiled land in which those of both English and French descent have worked together down through the years to build a province, a visit to which will prove a delight to all its guests.



SASKATCHEWAN

Northern Saskatchewan is one of the last great frontier spots in Canada. Stretching through the forests of jackpine, poplar, black spruce, balsam fir and white spruce immediately north of the city of Prince Albert, and on into the more lightly wooded far north country with its vast distances and countless lakes, this hinterland comprises roughly two-thirds of the total area of the province. It is often regarded as cold and barren, but it is actually a land of great beauty and a veritable paradise for the summer holidayer who enjoys primeval surroundings.

Prince Albert National Park, 1,869 square miles of forest, lake and stream, is the best developed vacation land in this area. The focal point of all park activity is the townsite of Waskesiu, 33 miles in from the park's southern boundary. Although one of the more recently established summer resorts in Western Canada, Waskesiu is widely known as one of the nation's most attractive, up-to-date and restful vacation refuges.

The lakes and their connecting streams provide a 200-mile canoe route with convenient camping spots and light railways to aid in portages. The waters teem with fish of several varieties, including lake trout, whitefish, pike and pickerel. Crean Lake, which is connected to Lake Waskesiu, is 145 feet in depth, while Kingsmere Lake is 165 feet deep. Other lakes in the park are Lavallee, where hundreds of pelicans and cormorants have their rookeries,

Sanctuary, Wabeno, Crooked, Wassegam, Tibiska, and hundreds of smaller ones.

Southern Saskatchewan is not without holiday playgrounds, either. Happily spaced across the parkland and prairie regions are eight provincial parks each set in wooded lake country.

A comfortable stone-faced chalet provides accommodation for tourists at Kenosee in the southeast corner of the province. This resort is set in country heavily wooded with native poplar and white birch, and is within easy reach of both the lake and golf course. Fishing is popular at Kenosee, and at nearby Carlyle Lake, also a well-known summer resort.

One of the more popular resorts in the southern part of the province is Katepwe situated in the beautiful Qu'Appelle Valley some 65 miles north east of Regina.

In the central portion of the province is Watrous with the unique distinction of being situated on the shores of a lake noted for the curative value of its mineral waters.

Madge Lake, in Duck Mountain Park, northeast of Yorkton, near the Manitoba border, is one of the quieter southern resorts.

This only begins to cover the range of holiday playgrounds in Saskatchewan. If you are really interested in spending your holidays here, write the Tourist Branch, Bureau of Publications, Legislative Building, Regina, Sask., for colorful literature describing Saskatchewan's vacation lands in detail.

ALBERTA

Two Features long to be remembered by visitors to Alberta are Mount Eisenhower (elevation 9,390 feet) and the "Red Coats"—the Royal Canadian Mounted Police. Mount Eisenhower, formerly called Castle Mountain because of its striking similarity to a medieval fortress, stands near the Banff-Jasper highway about twenty miles west of Banff. It was renamed by the Dominion Government in honor of General Dwight Eisenhower as a token of appreciation for his services as commander-in-chief of the armed forces of the United Nations in Europe.

Modern Highways have superseded pack trails in the Canadian Rockies. They have opened for the enjoyment of tourists vast areas of unspeakably beautifully scenic playgrounds. Vacations which formerly would have required two months may now occupy only two or three days, although longer periods are recommended for those who seek relaxation and restored health in Alberta's mountain wonderland.

Whether by automobile, bicycle, canoe or on foot, travel in Alberta is facilitated by modern accommodations at picturesque trading posts which once catered principally to the Indians but now provide neat, comfortable cabins, dainty lunch rooms and stores for the convenience of the tourist.

As you drive along the smooth highways near the timberline in the Canadian Rockies, you frequently come suddenly upon scenes where huge glaciers are so close that they seem ready to slide right into your lap. Visitors who like to linger a while may park their cars and stroll but short distances to spots that actually seem to be part of another world. Or they may scramble over the pale blue ice and examine the mysterious caverns of glaciers where mighty river systems were born.

Golfing takes on a new zest in Alberta's mountain resorts. Millions of dollars have been spent on construction of golf courses in Banff, Jasper and other places where the sport is most popular. The Prince of Wales and Totem Pole tournaments each fall at Banff and Jasper respectively, attract hundreds of top flight link masters and niblick novices alike from all parts of the continent. On the way from course to course you may pause to admire a glacier like Mt. Stutfield (11,320 ft.) and, when you get there, Old Man Mountain (8,185 ft.), will provide a scenic back-drop.

Victims of rheumatism, arthritis and other muscular and nervous disorders have found comforting relief in the famous mineral baths at Banff ever since the first spring of radium-bearing hot sulphur water was discovered there in 1882. Similar health-restoring waters were discovered later in Jasper National Park and the modern baths and swimming pool have become a Mecca for those who seek new vigor and relaxation far away from the noise and turmoil of town and city yet with all the conveniences of modern living at their command.

Camping in comfort and contentment by a fire light at night is an experience that builds fellowship among men who love to hunt and explore. Alberta's guides and outfitters—veterans of long experience, skilled in woodlore—take their guests far from beaten paths and often into hidden valleys where no man has ever ventured.

"And when the night winds whisper
And the camp fire flickers out,
He is sleeping like a child
Beneath the stars."

The Lion's Share OF CANADA'S MAJESTIC SCENERY



Alberta

Enjoy the scenic grandeur of Banff, Jasper, Waterton and Elk Island National Parks. Enjoy a glorious holiday in "Sunny Alberta"—Canada's unspoiled vacationland.

For informative literature on Alberta in beautiful natural color—use this coupon:

Please send me free of charge, your

- ☐ Picture Booklet
- ☐ Information Booklet
- ☐ Road Map

(Place an "X" in the square beside those you want)

(Name. Print. Clearly)

(Street address. Print clearly)

(State or Province. Print clearly)

Mail this coupon to:

ALBERTA GOVERNMENT TRAVEL BUREAU

Legislative Building
Edmonton, Alberta, Canada

5 OF CANADA'S MOST BEAUTIFUL NATIONAL PARKS IN ALBERTA

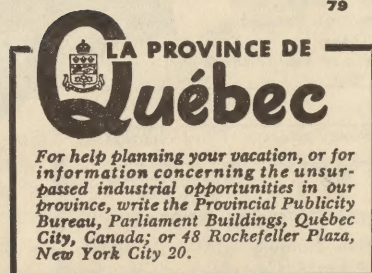
"QUEBEC'S FAMOUS LAURENTIAN HILLS"

QUEBEC, P.Q. . . . (1949) . . . Nature and Man have collaborated to give Québec a great mountain playground north of Montréal that has become internationally famous for both winter and summer sports and for crisp, clean air quite safe for hay fever victims.

The Laurentians are geographically among the oldest mountains in the world, but rounded and smoothed by the retreating icecap of the glacier age. The retreating ice bequeathed Québec more than 17,000 sparkling lakes and many times more that number of rushing, ice cold streams.



We, les Québécois, are anxious to see you and your families. We will do everything to make your stay with us happy and memorable. Enjoy our beautiful, picturesque, historic country with its distinctive French-Canadian atmosphere. Make yourself at home in our hotels and hosteleries, where you will be welcomed with truly French-Canadian hospitality.



Now that skiing is done and the chair lifts and ski tows are silent for summer, a new invasion of the Laurentians is about to begin. Laurentian speckled trout fishermen are coming in their thousands, both from Canada and from all over the eastern and middle west states. It is an annual pilgrimage for devotees of the flyrod, for Laurentian trout are renowned wherever trout fishermen gather to talk fishing and tackle.

The craggy, pine-carpeted mountains and verdant valleys of the Laurentians are famous enough for their scenic beauty, comfortable hotels and the excellent highways combing the hills, but for trout fishermen the true beauty of the country lies in the thrill of a floating fly down a trout-filled stream or dappling the mirror surface of a secluded lake with a lure for the ever-hungry "truite mouchetée".

Most of this unsettled country can be reached by car and then through leafy foot trails and canoe or in swift, mile-consuming flight by seaplane to established log cabin camps where guides and canoes are waiting. Two-way radio communication can summon seaplanes to return fishing parties to their base lodge or hotel. The Québec Government perpetuates the excellent trout fishing by maintaining a trout hatchery at Saint-Faustin, from which lakes are restocked annually with fingerlings.

Nature provided the Laurentian setting for sport and relaxation as well as the bracing air, the long, sunny days and the cool, still nights, but Man is responsible for the modern, boulevarded arterial highways into that vacationland, for the winding railroad tracks, for the great, completely equipped resort hotels, the humble lodges, and for the quiet country roads through the wooded valleys leading to the quiet fishing spots far from the traffic of the main highways.

Laurentian hotels are noted for their metropolitan hotel class of comfort and for their famed French-Canadian cuisine. There are sports, too, beside fishing. Swimming and sailing and canoeing are popular on most every one of those jewel-like Laurentian lakes, and the chains of rivers and lakes offer ideal routes for canoe trips of from a day to a month.

Horseback riding on the leafy Laurentian trails finds increasing favor, and there is a wide choice of sporty mountain golf courses and well built tennis courts.



THE GOVERNMENT OF
THE PROVINCE OF BRITISH COLUMBIA

"A VACATION LAND THAT HAS EVERYTHING"

The British Columbia Pacific Coast area includes the whole of Vancouver Island, the mainland east to the Coast range, and the sunny islands between them; a vacation area bordering the blue Pacific, offering wide selections in accommodation with opportunities for indulgence in every sport and recreation at its very best.

Seaside resorts dot the coast of Vancouver Island, the Gulf and Straits Islands, and the south mainland area. There are many opportunities for excursion into magnificent fjords which indent the coast-line from Vancouver to the Portland Canal. Again, the peaks and plateaux of the great Provincial parks call the hiker from the surf and a myriad lakes and streams offer good fishing.

The motorist will find good accommodation and resort facilities in the Vancouver area, as he will along the road north from Victoria to Alberni or Sayward along which, in addition to private and community enterprises catering to his comfort and enjoyment, the Provincial Forest Service has established a number of beautiful and well furnished camp-sites in attractive locations.

In the lower mainland and Vancouver Island areas golf is played the year round and this section of the Evergreen Playground is appreciated as a vacation area in all seasons.

In the Pacific Coast section of British Columbia, including the Queen Charlotte Islands, the sport fish are big and plentiful.

Largest of all is the Spring salmon (or Tyee, Chinook, Columbia, or Quinnot). It takes the troll freely, sometimes the fly, and runs from a few pounds to as high as eighty. The Coho, a

salmon averaging about 8 lb., is plentiful and very sporty. Both are found in many of the inshore waters of Vancouver Island and along the mainland coast.

Of the trout family, the Steelhead, a beautiful fish of flawless silver, resembling the Atlantic salmon and weighing 8 to 27 lb., takes to the rivers in December, January, and February and is fished until June. Rainbow and cut-throat fishing can also be procured either on the islands or in the lakes of the mainland coast. Some bass-fishing is also offered. On Vancouver Island the bigger lakes are situated along or near the highways. On the mainland there are many good fishing spots which can be reached by steamer from Vancouver.

Both the trophy and bag hunters will find good sport and fine country in coastal British Columbia. The Coast deer is small and shy but very well distributed. Bear, cougar, and wolves also make good hunting for the more enthusiastic woodsman. Grouse, pheasant, and a variety of geese and duck are plentiful in season. Bag-limits are generous and, in the case of salt-water fish, unrestricted. The fish and game of the Province are restocked and protected, however, and visitors should familiarize themselves with the limits, the modest licence and trophy fees, and the seasons.

Information or help in planning a hunting or fishing trip may be secured from the B.C. Government Travel Bureau, Victoria, or the B.C. Game Commission, Vancouver, B.C.

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